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Capstone Conference: 25 to 29 March 2019



ADOPTING MOBILE TECHNOLOGIES FOR SOCIAL MEDIA BASED LIBRARY SERVICES AT THE FEDERAL UNIVERSITY OF TECHNOLOGY, OWERRI (FUTO), NIGERIA

Mini-dissertation by

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INTRODUCTION AND OVERVIEW

Introduction

This study is thus intended to investigate the workability of adopting mobile technologies for social media based information delivery services at the Federal University of Technology, Owerri (FUTO), Nigeria, as a way of implementing responsive user focused library services.

1. Research problem

- i. High number of students, 19,130 as at 2015/2016 session (Iwunze, 2016).
- ii. Limited number of library sitting spaces (900)
- iii. Observed reduction of students visiting the library
- iv. Need for another means of rendering library services
- v. The library need to reach those who do not come to the library
- vi. The information needs of students have changed
- vii. Students are keen in experimenting new technologies

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1.3 Research question

Main research question

In the light of the above, the following central research question is raised:

Can mobile technologies application for social media for the enhancement of library services be adopted in FUTO library?

Sub-questions

- i. What are the types of social media applications used by librarians?
- ii. What are the types of mobile devices used by librarians for social media?
- iii. What are the staff abilities in using social media application?
- iv. What are the preferred library services to which Librarians in FUTO can apply mobile technologies and social media?

1.4 Value of the study

The values of this study include:

- i. To enable FUTO library take stock (devices and staff preparedness).
- ii. The finding could be used for the training of librarians
- iii. To serve as a template for academic other.

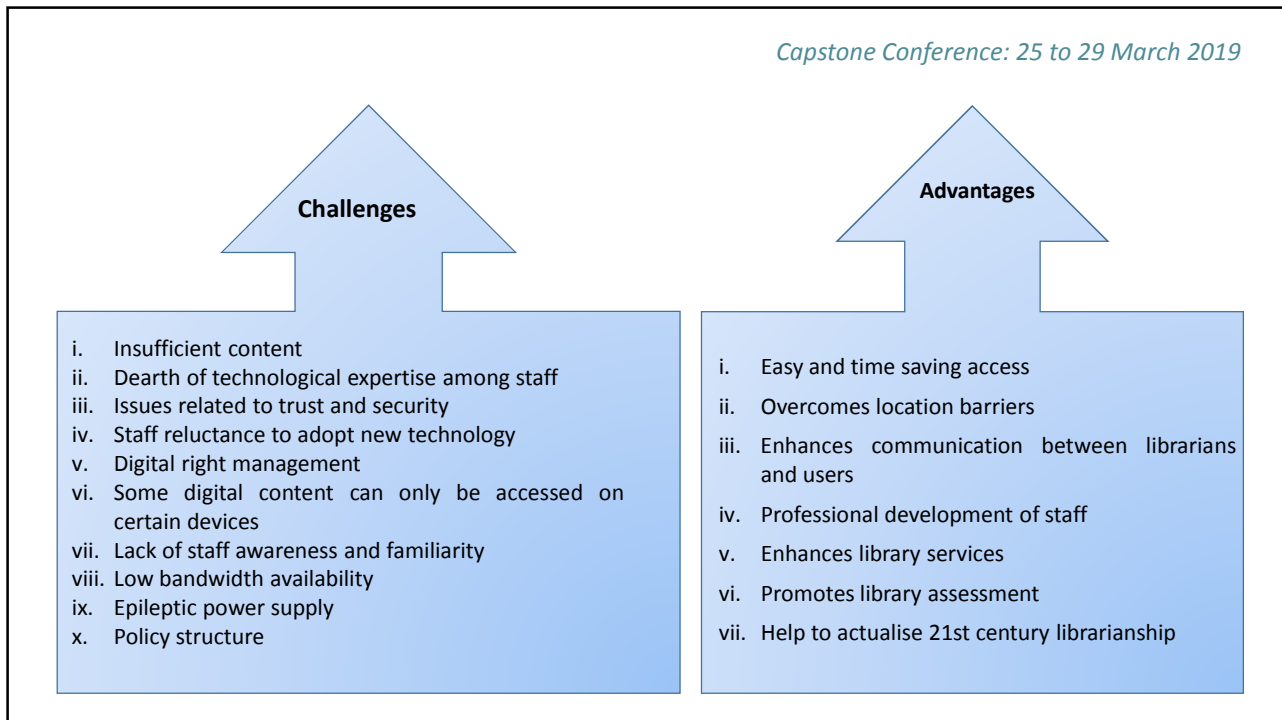
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2.0 LITERATURE REVIEW

2.1 Introduction

This chapter deals with the literature surrounding the research topic. Each sub-head under (i) **the overview**, (ii) **the Sub-Saharan scenario**, and (iii) The Nigerian situation. It covered the following

- i. Academic libraries role in changing library services
- ii. Social media and its application
- iii. Social media use in academic libraries
- iv. Mobile technology
- v. Internet connectivity
- vi. Prevalence of mobile devices
- vii. Mobile technology application in social media services
- viii. Mobile technology adoption in academic libraries
- ix. Challenges and benefits of mobile technologies for social media library services



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3.0 RESEARCH METHODOLOGY
<p>3.1 Introduction</p> <ul style="list-style-type: none"> i. This chapter describes the systematic plan used in conducting this research. ii. It covered the following: Research Design, Research Approach, Research Strategy, Research Location, Target Population, Data Collection Instrument and Data Analysis <p>3.2 Research Design</p> <ul style="list-style-type: none"> i. “The research design refers to the overall strategy chosen to integrate the different components of the study in a coherent and logical way ii. The research design covered the adopted approach, strategy, location to be covered, population, sampling and research instrument, and method of data analysis

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3.3 Research approach

- i. It is an **exploratory research** used to understand the reasons, opinions, motivations and trends of thought of the topic under study (Wyse, 2011).

3.4 Research Strategy

- i. "general plan of how the researcher will go about answering the research questions" (Saunders et al, 2009)
- ii. The type of research adopted here is a **survey research**
- iii. It is "a method of sociological investigation that uses question based on statistical surveys to collect information about how people think and act" (BusinessDictionary, 2016).
- iv. It is considered appropriate for this study as it will enable the researcher to study and describe the feasibility of adopting mobile technologies for social media based library services at the Federal University of Technology, Owerri (FUTO), Nigeria.

3.5 Target Population

- i. The total number of senior staff members of the **FUTO library (64)** formed the population for this study.
- ii. Because of the small size of the population and the expected rate of return, this whole population was used for the study.
- iii. **No sampling w conducted for this research.**

3.6 Data Collection Instrument

The data collection instrument for this study was the **questionnaire**
The procedure for the administration of the instrument will be done by **personal visit**

3.7 Analysis of data

- i. The data was analysed **qualitatively**. #
- ii. The study employed **content analysis** for open ended questions
- iii. The study also employed the use of **ratio analysis, percentage distribution and visual representations.**

DATA PRESENTATION AND ANALYSIS

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4.1 Introduction

This chapter deals with the presentation, interpretation and analysis of the data generated from the Federal University of Technology in Owerri, Nigeria.

4.2 Use of social media applications

- i. All the respondents 41 (100%) stated that they use social media
- ii. Both for fun and for work.

4.3. Types of social media applications respondents use

Social Networking sites e.g., Facebook - 38 (92.7%)

Instant Messaging -34 (82.9%)

Photosharing - 29 (70.7%)

Video Sharing - 27 (65.9%)

Social Bookmarking -15 (36.6%)

Wikis- 8 (19.5%)

RSS Feeds- 6 (14.6%)

Microblogging - 3 (7.3%)

DATA PRESENTATION AND ANALYSIS

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4.4. Regularity of use of selected social media applications

Social Networking Sites e.g. Facebook - 34 (83.0%) daily

Instant Messaging -31 (75.6%) use it daily

Photosharing - 20 (48.8%) weekly

Microblogging - 20 (48.8%) Ad Hoc

Wikis - 21 (51.2%) Ad Hoc

Video Sharing - 20 (48.8%) monthly

RSS Feeds - 20 (48.8%) Ad Hoc

4.5. Proficiency in the use of selected social media applications

Instant Messaging - 10 (24.4%) are excellent, 21 (51.2%) are very good

Microblogging - 3 (7.3%) are excellent, 10 (24.4%) are very good

Wikis - 6 (14.6%) are excellent, 13 (31.7%) are very good

Video Sharing - 11 (26.8%) are excellent; 22(53.7%) are very good

RSS Feeds - 5 (12.2%) are excellent; 8 (19.5%) are very good

Social Bookmarking -7 (17.1%) are excellent; 10 (24.4%) are very good

Photosharing - 12 (29.3%) are excellent; 23 (56.1%) are very good

Social Networking Sites e.g. Facebook - 13 (31.7%) are excellent; 24 (58.6%) are very good;

4.6. Respondent's opinion on the application of social media for library services

All the respondents stated that they would like social media to be applied for library services.

4.7. Respondents' opinion on usefulness of selected social media to library services

Social Media Type	Number of Respondents					Percentage
	Extremely useful	More useful	Useful	Less useful	Not useful at all	
Instant Messaging	26 (63.5%)	7 (17.1%)	6 (14.6%)	1 (2.4%)	1 (2.4%)	41 (100%)
Microblogging	6 (14.6%)	12 (29.3%)	18 (43.9%)	4 (9.8%)	1 (2.4%)	41 (100%)
Wikis	4 (9.8%)	15 (36.6%)	17 (41.4%)	3 (7.3%)	2 (4.9%)	41 (100%)
Video Sharing	22 (53.6%)	7 (17.1%)	6 (14.6%)	4 (9.8%)	2 (4.9%)	41 (100%)
RSS Feeds	3 (7.3%)	15 (36.6%)	20 (48.8%)	2 (4.9%)	1 (2.4%)	41 (100%)
Social Bookmarking	8 (19.5%)	18 (43.9%)	10 (24.4%)	3 (7.3%)	2 (4.9%)	41 (100%)
Photosharing	14 (34.1%)	20 (48.8%)	4 (9.8%)	2 (4.9%)	1 (2.4%)	41 (100%)
Social Networking Sites e.g. Facebook	27 (65.8%)	7 (17.1%)	4 (9.8%)	2 (4.9%)	1 (2.4%)	41 (100%)

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4.8. Respondents' ownership of a mobile device/s

All respondents 41 (100%) own a mobile device/s

4.9. Types of mobile devices do owned by respondents

30 (73.2%) own Laptops

14 (34.2%) own Tablets (IPad, Galaxy Tab, etc.)

38 (92.7%) own Mobile/Smart Phones (eg Lumia 620, Samsung galaxy, Sony Z3)

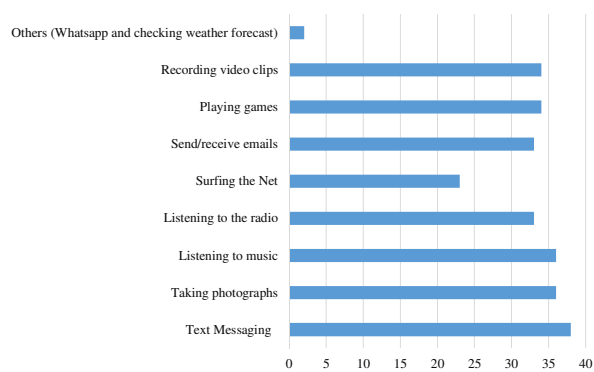
1 (2.4%) own IPod Touch;

2 (4.9%) own EBooks Readers

0 (0%) of the respondents own PDA

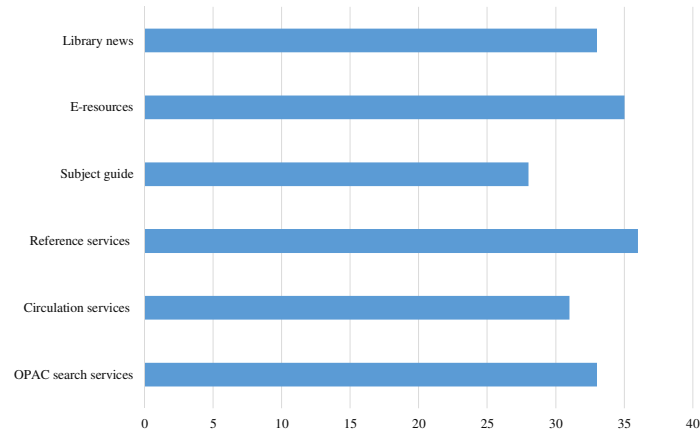
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4.10. Activities respondent use your mobile phones for



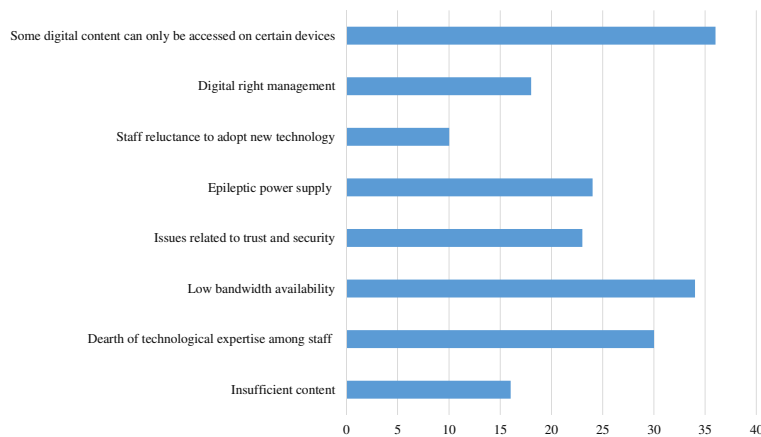
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4.11. Library services respondent would like to render using mobile devices



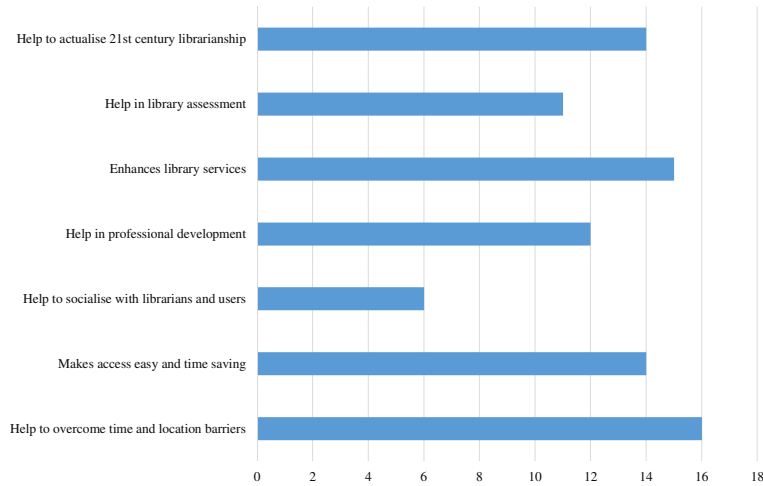
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4.12. Challenges to mobile technologies for social media based library services



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4.13. Respondent's views on mobile technologies for social media library services



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5.0. DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

i. Discussion related to issues and sources revealed in the literature review and supported by personal experience

5.2. Discussion of findings.

5.2.1. General use of social media

i. Usage of Microblogging, Wikis, RSS Feeds and Social Bookmarking are not encouraging, Instant Messaging

Social Networking Sites e. g. Facebook, Photosharing and Video Sharing are the preferred and heavily used social media types

ii. But these are not used for library services communication (Owusu-Ansah et al, 2015).

iii. FUTO library can kick start with this social media types that the staff are very conversant with and progressively adopt others with time as the need arises.

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5.2.2. Social media use in library services

- i. All the respondents agree that social media should be applied in the university library
- ii. Majority of respondents listed **Instant Messaging, Video Sharing** and **Social Networking Sites** e.g. **Facebook** as extremely useful
- i. This selected social media types corresponds with the ones the respondents not only use but use regularly (daily, weekly) with good proficiency (i.e. very good).
- ii. The believe of respondents that these social media can be applied to library services may result from the perceived benefits the respondents have derived from personal use of these social media types

5.2.3. General use of mobile devices

- i. The result showed that **all the respondents have mobile device/s.**
- ii. In Nigeria, the findings agrees with the report of Adenya and Oyeyinka-Oyelran (2002) and Utulu and Alonge (2012) who stated that there is an astronomical increase in mobile ownership in universities with 44.3% of those who owned mobile phones having more than one mobile phone
- iii. **Most of the respondents have smart phones.**
- iv. Respondents **have access to the internet via their mobile device/s**
- v. The 100% ownership of mobile device/s is an advantage since the staff have already mastered the use of mobile devices and the browsing of the internet.

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5.2.4. Use of mobile devices for library services

- i. There is a great support for all the regular library services undertaken by FUTO library to be rendered using mobile device/s which include OPAC search services, circulation services, reference services, subject guide, e-resources, and library news.
- ii. This expressed perceived readiness is a positive direction as it will remove any feelings of doubt of library staff cooperation in the mind of the library management in the implementation of mobile technologies library services.

5.2.5. Need for training for mobile technology library application

This overwhelming desire for staff training is very significant taking cognisant of the fact that of the eight social media applications (Instant Messaging, Microblogging, Wikis, Video Sharing, RSS Feeds, Social Bookmarking, Photosharing, Social Networking Sites e.g. Facebook) listed in 4.2.2.3, the respondent only use four (**Instant Messaging, Video Sharing, Photosharing, Social Networking Sites** e.g. **Facebook**) and also only two of these (**Instant Messaging, Social Networking Sites** e.g. **Facebook**) are used on a daily bases

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5.2.6. Challenges to the adoption of mobile technologies for social medial library services

- i. Out of the ten listed options sourced from literature, between 43.9% and 92.7% of respondents agree that eight out of the ten options were real challenges to the adoption of mobile technologies for social medial library services in FUTO library
- ii. Out of the eight factors which respondents agree are challenges to the adoption of mobile technologies for social media library services in FUTO library, policy structure was ranked the highest 38 (92.7%)..

- i. The findings on policy structure as a challenge agrees with the report of Elahi and Islam (2014); Chewe (2015); Idowu and Esere (2013); Azubuike and Madu (2017); Oghenetega et al (2014) and Iteboje and Okubote (2002)
- ii. Others are digital content can only be accessed on certain devices
- iii. lack of staff awareness and familiarity
- iv. limited technological expertise among staff
- v. The issue of bandwidth availability
- vi. The epileptic power supply
- vii. insufficient content and staff reluctance to adopt new technology respectively is not seen as a challenge

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5.2.7. More opinions on mobile technologies application for social media library services

The most common opinion expressed by respondents are that the adoption of mobile technologies for social media library services will help to overcome time and location barriers, make access easy and time saving, help in professional development, enhances library services, help in library assessment and also help to actualise 21st century librarianship.

5.3. Recommendation

- i. The FUTO library should as a matter of necessity start the adoption of mobile technologies for social media based library services for a more comprehensive services aimed at reaching all library patrons in an acceptable format.
- ii. There should be adequate planning and proper documentation before the commencement of the project
- iii. The commitment of all the relevant units (ICT and Estate and Works) and the general university administration should be guaranteed before the commencement of the project.
- iv. All required infrastructures (e.g. adequate bandwidth and regular electricity supply) for the project should be put in place before commencement and also sustained to avoid interruption when the project begins

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- v. A committee should be set up for the project which should comprise all the stakeholders like the FUTO library management, University ICT Unit, Estate and Works Unit, the student's body and the University Bursary Unit for easy coordination.
- vi. A training on the use of mobile technologies for social media based library services in FUTO library should be organised for both FUTO library staff and library patrons to acquaint the library staff on how to administer the services and the patrons on how to access the services
- vii. There should be enough advocacy and sensitization within the university on the intended project and the benefits to the library, the library staff, library patrons and the entire university to ensure maximum support and benefit for all.

5.4. Conclusion

The Federal University of Technology, Owerri (FUTO) library is in a good position to adopt the use of mobile technologies for social media based library services to render a more effective and efficient library services to its steadily growing users which will help the library overcome the shortage of reading spaces in the library and also take care of users who may not be opportune to visit the library regularly.

5.5. Application of the findings of this research to the services of FUTO library

The university has started the implementation of the outcome of this research

- i. The library has created social media platforms
- ii. Facebook (www.fscebook.com/FUTOlibrary)
- iii. Blog (www.futolibrary.wordpress.com)
- iv. Twitter (<http://twitter.com/futolibrary>)
- v. The library theses are digitised and can be accessed through the Blog.

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